

Exploring Factors Influencing University Students' Purchase of Smartphones

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Introduction

A smartphone is a must for everyone since it helps users to stay connected and engaged through online browsing, music listening, and social media. They can access email, engage in gaming, and work from any location. The market is flooded with smartphones from a variety of manufacturers. Buying a smartphone requires some considerations. Therefore, the purpose of this study is to determine the factors that influence university students' smartphone purchases. This section will detail the methods used, including the research instrument, the study's respondents, data collecting, and data analysis. We used Google Form online survey with a total of seven factors influencing university students' purchase of smartphones; (1) price, (2) camera, (3) storage, (4) screen display, (5) battery, (6) RAM and processor and (7) operating system. Data collected in Google Form was screened and transferred to SPSS version 26 for analysis. The **descriptive statistics** were used to attain the objective of this study. Following are the findings of this study, which is further divided into demographics of the respondents followed by the main objective of this study; exploring factors influencing university students' purchase of smartphones.

Finding 1: Demographic Information

170 undergraduates' students from five programmes in the Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA, Kampus Seremban, participated as respondents. Figure 1 shows that approximately 82% (139) of the respondents were female, while 18% (31) were male. Meanwhile, Figure 2 shows the age of student with the percentage of 7% (12) are 18 years old students, 1.2% (2) are 19 years old students, 11.6% (20) are 20 years old students, 23.8% (41) are 21 years old students, 47.6% (79) are 22 years old students, 6.4% (11) are 23 years old students and 2.9% (5) are 24 years old students.

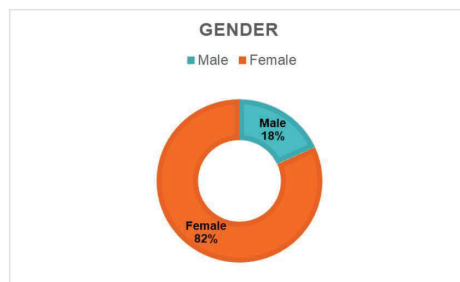


Figure 1. Gender

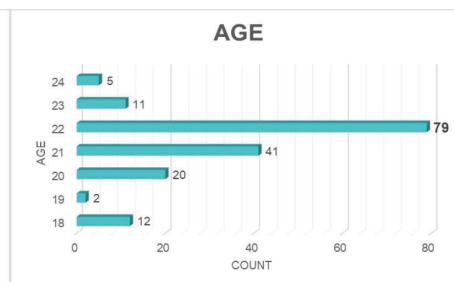


Figure 2. Age

Figure 3 shows the respondents' course where the majority of the respondents come from CS249 with a total of 53 respondents. On the other hand, Figure 4 shows the current smartphone that the respondents use. It is shown that Apple is the highest brand used compared to the other brands with a total of 87 respondents.

Finding 2: Factors Influencing University Students' Purchase Of Smartphones

Table 1 illustrates the students' opinions on the importance of the selected smartphone's characteristics while making a purchase. Students at UiTM said that the most significant criterion for purchasing a smartphone is the price (5.5630). On the other hand, with an average mean value of 4.9470, screen display is the least significant criterion. On the basis of this finding, we can conclude that the most important criterion for students when purchasing smartphones is price, followed by storage, operating system, battery, RAM and processor, camera, and screen display. As we can see, price is the most critical factor, as a student's financial allotment for a smartphone is rather limited.

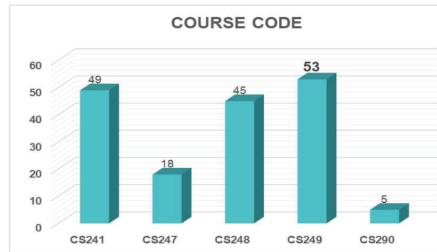


Figure 3. Course Code

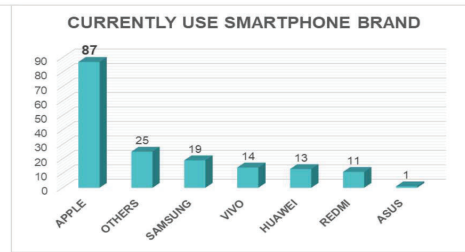


Figure 4. Smartphone Brand

Table 1: How important are these criteria when you are buying a smartphone?

	Mean	Rank	S. Deviation
Price	5.5630	1	1.3864
Camera	5.1705	6	1.0902
Storage	5.5470	2	0.8681
Screen Display	4.9470	7	1.1440
Battery	5.3411	4	1.0775
Ram and Processor	5.3117	5	1.0447
Operating System	5.3411	3	0.9917

Conclusions

This pilot study aims on determining the elements that impact university students' decision to acquire a smartphone. SPSS version 26 was used to analyse the data for this article. A total of 170 undergraduate students who completed a google form were identified as respondents. The following study will employ the decision-making trial and evaluation laboratory (DEMATEL) approach to ascertain the causes and effects of the factors affecting university students' decision to acquire a smartphone. This study is aimed to provide a foundation for future research by providing an introduction to the literature.